BY DRAFTSMAN | CLASS 705 | SUBCLASS 10

5848396

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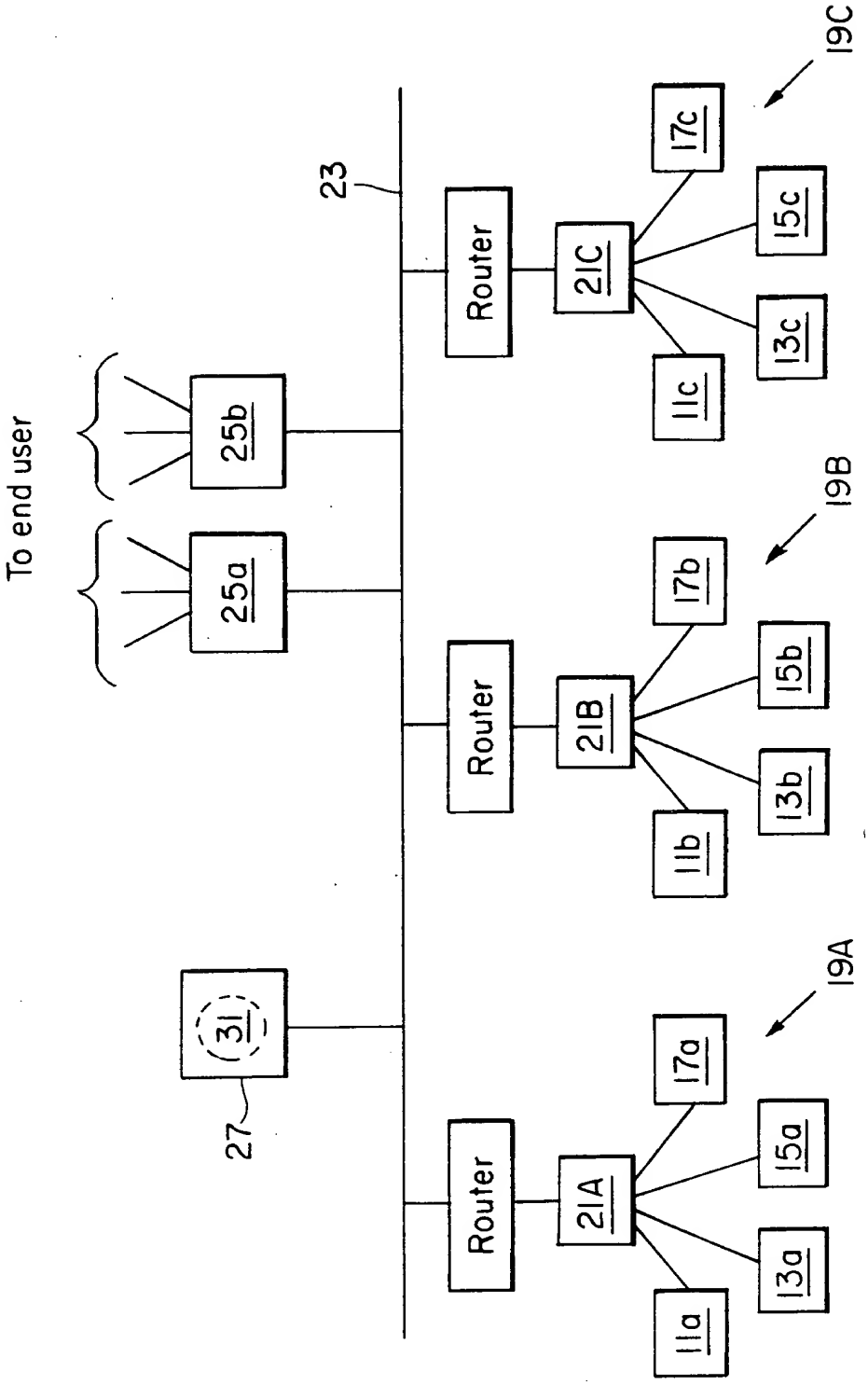

FIG. 1

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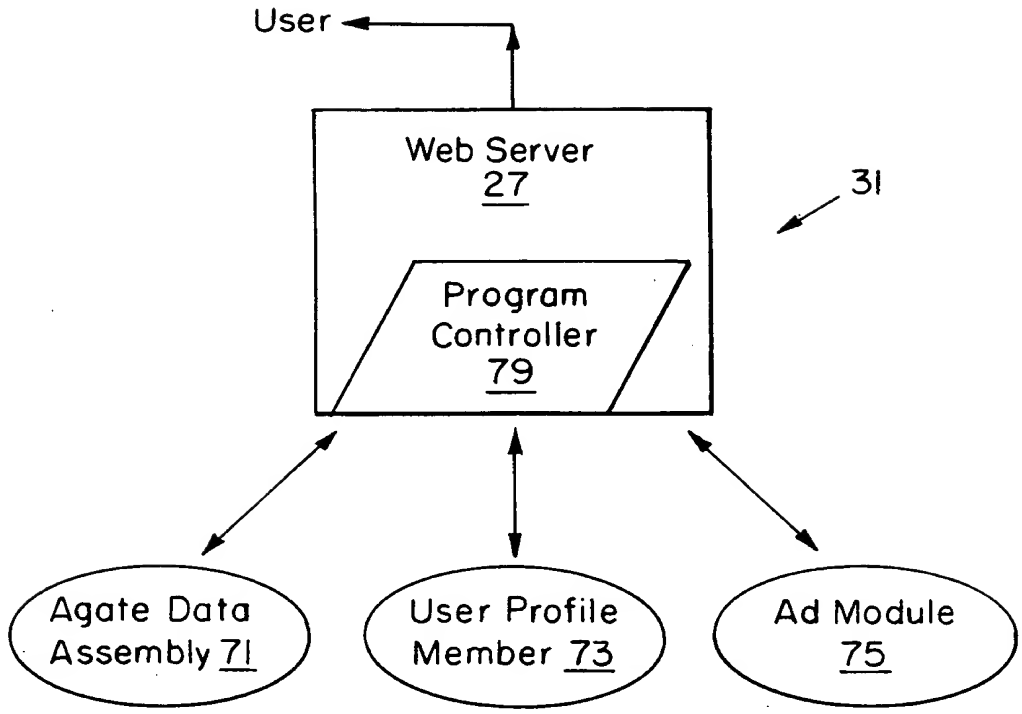

FIG. 2

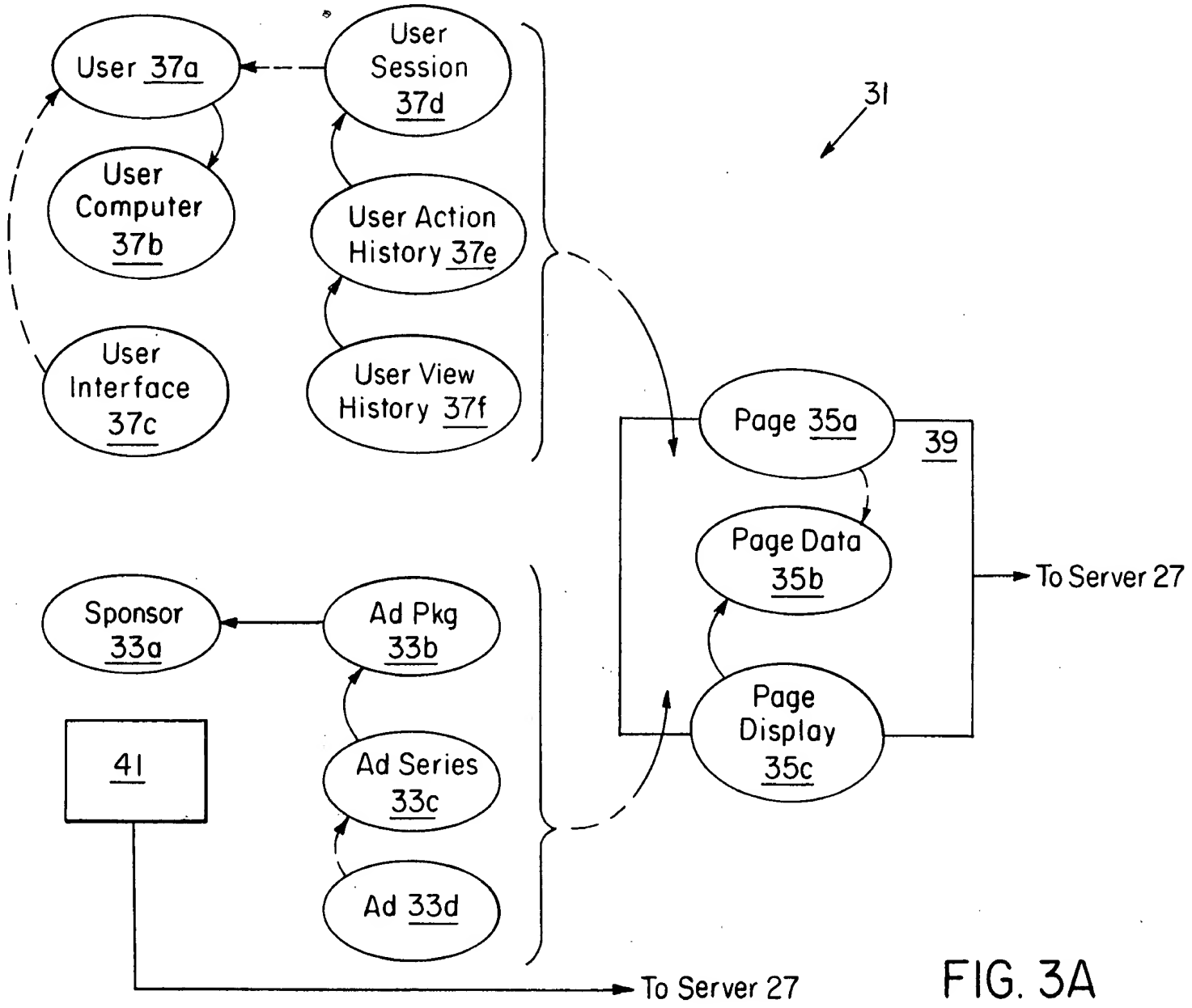
User 37a
User Session 37d
31
User Computer 37b
User Action History 37e
User Interface 37c
User View History 37f
Page 35a
39
Page Data 35b
To Server 27
Sponsor 33a
Ad Pkg 33b
Page Display 35c
41
Ad Series 33c
Ad 33d
To Server 27

FIG. 3A

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37a

User

- identifiers
  - nickname
  - password (optional)
  - e-mail
    - forward all messages received to that user
  - postal address
  - phone
  - credit card
- attributes
  - language
  - geographic
    - country
    - home zip
    - work zip
    - home area code
    - work area code
    - cities of interest
  - demographic
    - gender
    - age
    - income bracket (estimated or volunteered)
    - occupation (volunteered)
  - lifestyle
    - language
    - smoker
    - orientation
    - lifestyle (vegetarian)
    - race
    - drinker
    - marital status
    - music
    - weight
    - height
  - Sponsor interest list (user choose from)
    - DW
    - Pepsi
    - Coke

FIG. 3B

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enabling technologies
(use/don't use flag for each for this user) Even if don't use, track presence for advertiser reporting.
helper apps list - can user hear audio, video, what browser
plug-ins list
NLO list
persistent ActiveX objects

37b

FIG. 3C

User Interface Profile
User computer ID
categories
category display

37c

FIG. 3D

User Session
referring link
start datetime
end datetime
computer ID
browser type

37d

FIG. 3E

User Action History
action datetime
session ID
ordinal sequence identifier
page ID
object clicked ID
object position on page
what was the context of the object that precipitated the action
1st, 2nd, 3rd item?
Right or left side

37e

FIG. 3F

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User Viewing History 37f

open datetime
leave datetime
ID
ordinal sequence identifier
precipitating action ID
related object ID
item ID
item orientation
orientation relative to related object ID (either a page or an object). Must track each orientation separately, in case an ad encompasses an object.
top
bottom
left
right
background

FIG. 3G

Messages / Notices and Warnings 45

to user
from user
include identifier
subject
message
ad package ID (optional, system choice if null; if designated ID is expired package, look for next package by advertiser. If none, system choice)
Page ID (to forward a page reference)
Link to additional info
Messages will be sent either internally * or * through e-mail
Notices and Warnings will always be sent internally and be duplicated through e-mail if possible.
Delivery Date
Read date (specific user read msg on date / time)

FIG. 4B

BY | CLASS | SUBCLASS
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User Homepage

Stock Table

portfolio

open
bid
ask
last
$ change
52wk high
52wk low
p/e

Sports

Scores from previous 2-3 nights games in table
News

Weather

5 day forecast for local area

High
Low
Precip

5 day forecast for interested cities
Weather warnings if any for local or interested cities

Travel Schedule

Selected/purchased items that are coming within one week (Table showing options)
Specials advertised to areas of interest

Directory

Typically called numbers for an area (in a table, names are hotlinks for any with e-mail)

Messages

Classified replies
Personals replies
Real Estate replies

FIG. 4A

BY | CLASS | SUBCLASS
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33a

Sponsor

- company name
- user IDs
- contact info (for users to contact our sponsors)
  - phone
  - e-mail
  - URL
  - Fax
  - Mail
- account contact info
  - phone
  - e-mail
  - URL
  - Fax
  - Mail
- IP Domain list
- Demographic profiling
  - Type of business
    - SIC Code
    - SIC Industry name
  - Size of company
    - employees
    - revenues
    - earnings
  - Location
  - Local/Regional/National/Multi-national/Global Producer
  - Publically traded (yes/no)
  - Exchange listings
- Customized Report Configurations - Standard Reports per ad
  - Packages included (default is all)
  - Variables included
  - Display preferences
    - Include regression ?
    - Graphical ?
    - Show control group ?

FIG. 5A

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33b

Ad Package

- Sponsor ID
- Info for exact # purchases
  - **Number of Purchased Hits**
  - **Number of Purchased Clickthroughs**
- Info for scaled purchases (up to...)
  - **Max Hits**
  - **Max Clicks**
- Start Datetime (if not present, active until end date)
- End Datetime (if not present, is active after start date)
- # hits (derived)
- # clicks (derived)
- pricing of ad package
  - hit
  - clickthrough
  - order

FIG. 5B

33c

Ad Series

- package ID
- intended demographic profile(s) list
- category (product/service)
- daily start time-hr. of day
- daily end time
- Display Days of week
- Start Datetime (if not present, active until end date)
- End Datetime (if not present, is active after start date)
- Max. series views per user
- Max. series views per user per day

FIG. 5C

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33d

Advertisement

series ID (must be present for all ads in a series, or null for all if random display is desired)
series sequence
display characteristics
    daily start time
    daily end time
graphic ref's
    multi – format
sound ref(s)
multimedia refs
X-type Refs (e.g. shockwave)
text-only format

FIG. 5D